

AN ORDINANCE **97988**

AUTHORIZING THE EXECUTION OF A RENEWAL OPTION CONTRACT WITH CUTTING EDGE COMMUNICATIONS, INC. FOR AN AMOUNT NOT TO EXCEED \$200,000.00 TO PROVIDE MEDIA CONSULTATION AND TARGETED ADVERTISING SERVICES FOR THE RACIAL AND ETHNIC ADULT DISPARITIES IN IMMUNIZATION INITIATIVE OF THE SAN ANTONIO METROPOLITAN HEALTH DISTRICT FOR THE PERIOD AUGUST 20, 2003 THROUGH APRIL 30, 2004; AND AUTHORIZING PAYMENTS FOR SERVICES.

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WHEREAS, the Centers for Medicare and Medicaid Services (CMS) provides full coverage for influenza and pneumococcal vaccines and their administration for all Medicare beneficiaries; and

WHEREAS, the CMS has funded a demonstration project in the San Antonio Metropolitan Health District (SAMHD) known as the Racial and Ethnic Adult Disparities in Immunization Initiative (READII), which targets minority populations 65 years of age and older through media messages encouraging vaccinations against influenza and pneumonia; and

WHEREAS, to accomplish this goal SAMHD must outsource specialized media campaign development and advertising services to a company with the social marketing expertise to appeal to this population; and

WHEREAS, a request for proposals for media consultation services let October 6, 2002 resulted in Ordinance 96792 passed and approved November 21, 2002 authorizing the execution of a contract for advertising, marketing and public relations with Cutting Edge Communications, Inc. with an option to renew; and

WHEREAS, based on satisfactory performance and continued funding for the program SAMHD and Cutting Edge Communications, Inc. desire to exercise the renewal option; and

WHEREAS, it is now necessary to execute the renewal of said agreement for the period of August 20, 2003 through April 30, 2004; **NOW THEREFORE:**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The renewal of the contract with Cutting Edge Communications, Inc. to provide media consultation and targeted advertising services in connection with the Racial and Ethnic Adult Disparities in Immunization Initiative (READII) is hereby approved. A copy of the contract in substantially correct form is attached herein for all purposes as Attachment I.

SECTION 2. The City Manager, or her designee, is hereby authorized to execute an agreement with Cutting Edge Communications, Inc. for an amount not to exceed \$200,000.00 for the provision of media consultation and targeted advertising services for the READII of the San Antonio Metropolitan Health District for the period August 20, 2003 through April 30, 2004.


SECTION 3. Payments for these services in an amount not to exceed \$200,000.00 are hereby authorized to be paid to Cutting Edge Communications, Inc. for media consultation and targeted advertising services in connection with the READII project. These payments will be made from Fund No. 26-022094, Activity 36-07-09, Index Code 714337.

SECTION 4. The Director of Finance, may, subject to concurrence by the City Manager or the City Manager's designee, correct allocation to specific index codes and fund numbers as necessary to carry out the purpose of this ordinance.

SECTION 5. Should the agreement offered be in an amount other than that budgeted for, or should the agreement contain terms and conditions different than those currently existing, acceptance of the agreement, budget and corresponding personnel complement will be subject to subsequent City Council ordinance.

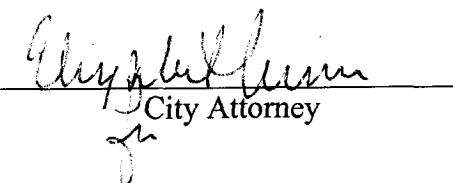
SECTION 6. This ordinance shall be effective on and after the tenth (10th) day after passage hereof.

PASSED AND APPROVED this 14th day of August, 2003.



M A Y O R
EDWARD D. GARZA

ATTEST: 
City Clerk

APPROVED AS TO FORM: 
City Attorney